Colonel Little's
Valley of the Moon
PROGRESS

VOL. I, No. 2 Boyes Hot Springs, Calif. Tues., Jan. 20, 1959

Winter Sports, Chills, Are Ripe

Well, folks, it was a wonderful reception Progress received after people had a chance to look over the first issue. It wasn't perfect by a long way, 'cause the makeup man balled up the first page somewhat. But that happens even in the city papers.

This week we have a larger distribution, and an increase in number of ads. Look for plenty more as time goes by. Readers apparently like the way the news is presented, tho we don't claim to be a regular newspaper.

Subscriptions are coming in by mail, too. Saturday we got one from a lawyer in Portland, Ore., one from a Los Angeles writer, and promises from a dozen or so more. All of which doesn't make us feel badly at all.

By mail, it costs $2 a year.

Things are shaping up nicely for the International Costume ball to be held at Little Switzerland in El Verano on Sunday, Feb. 1. These annual affairs always draw huge crowds. Starting at 3 p.m., Fassler's orchestra will furnish the music. Trophies, cash and other prizes will be given for best costumes displayed.

Wonder when they'll get around to removing the debris resulting from the Plywood plant fire of several months ago? It looks like 'ell. Maybe our supervisor would be the one to look into it.

One place where the average man finds it most difficult to get along with his wife is in front of a dress shop window.

VALLEY JEWELERS

On the Hiway Boyes Springs

Been toying with an idea. Haven't been doing much piano playing for a long time—actually since the late war we'd kinda given it up. But Sunday afternoons are long, the TV usually isn't much good, so why not about a 2-hour practice session, say from 4 to 6? Maybe some of our friends might drop in and we'd have a regular "salon." Would you recommend such a program? You might like to hear us.

For a free demonstration ride in a new Pontiac or Cadillac, call WE 8-3097. Free appraisals with no obligation.

IRV WATKINS
Talmadge "Babe" Wood Co.

The way the grass (or something green) is coming up in our side and back yards, we're going to need some sort of lawn mower before too long. Anybody got a slightly used one that still cuts adequately? Might buy!

L & M DRIVE-IN
On the Hiway, Boyes
Specializing in Quality Hamburgers. Soft Drinks. Milk Shakes.

Been a letup in the rains, but we're still quite a bit below normal for this date, tho danger of a water shortage this summer seems to have been lessened considerably.

Sonoma river (dictionary says it's a river not a creek) has fallen after having carried a real torrent down to the bay for several days. And isn't it a shame to see all that moisture meandering to the ocean, when it so easily could be harnessed and the water stored for use when it's really needed.

If this river were located in some other states, there'd be permanent dams at intervals all along its course, water power being about the cheapest method for manufacture of electric power. We hope the project to dam the river up above Glen Ellen goes through. The stored water could be used for irrigation, the resulting lake could be stocked with fish, there could be boating and swimming and cover made for wildlife.

After about 20 years it finally was decided to erect a permanent dam on the Kaweah river in lower San Joaquin valley. It will create a lake about five miles long and inundate numerous homes and ranches, even necessitating an entire new pavement higher up the mountainsides. Did the owners complain? Mighty few. The land and properties were appraised and generous payments made to every owner.

Someone once said: "Colonel, you're doing what almost every newspaperman wants to—

write your stuff like it were a "column," put ads between items, and you're in business." Well, it is "different" — and the new format does seem a little more interesting, just to look at, than if some other style were used.

THE GLEN BOOKSHOP
(Glen Ellen) has new books, used books, magazines and library. Also sandwiches, pie, excellent coffee. fountain. Open 7 a.m. to 10 p.m. daily.

Our pet peeve (got a lot more) is the practice of most of the magazines of stapling in among the pages, subscription blanks. Especially is this practice pursued along about holiday time. It's easy enough to tear 'em out and throw 'em away, but that little sense of irritation seems to creep in.

SAM KINSPEL
"The Insurance Man"
Service - Savings - Safety—on all of your insurance needs since 1925. Phone WE 8-2435 for plan that could reduce your insurance cost.

In one restaurant we stopped in some time ago, the sugar container seemed to have a piece of bread in it. Waitress confirmed this. Said she: "The bread absorbs much of the moisture in the sugar, and so it always pours readily." Clever, wot?

A & B DELICATESSEN
On the Plaza, Boyes
Home-cooked Foods — Roasts, Pies, Salads, Etc. Delicious. Open 10 a.m. to 11 p.m.—till 12 midnight Saturdays.

And the minute we got back, here comes Ren Lee of Schellville with a big mess of blackeye peas. He remembered we liked them, believed we'd be back, so he proceeded to plant a fair-sized garden space with the delectable legumes. If you like them from a can you'd rave at eating them freshlike.

JOHN'S SEWMACHINE SHOP
Sales, Service, Repairs, Parts
18375 Sonoma Hiway 12, Boyes
Phone WE 8-8152

This Springs section will see plenty of building activity in the next few months. All set to be built are a 20-unit motel, a medical building (these in the area from the plaza to the bathhouse), a big service station on the highway, and work to be started getting Jack London State park ready for operation.

There are several other big developments in the planning stage. That park opening, when it comes, should do wonders for the business community at Glen Ellen, the closest center.

Quite a lot of those chuckholes in our blacktop paving have been filled up during the last week. Of course the repairs won't last. Wonder why? Blacktop roads in Michigan have to stand alternate freezing and thawing and temperatures as low as 13 below, and they don't go to pieces with the first rain.

Maybe the old blacktop should be torn out and new paving laid according to modern specifications. Or perhaps a thick coating put over the old and the roadways widened on most of our present streets. (How 'bout some curbing and sidewalks while we're at it?) But quite likely not a thing will be done till we're incorporated.

ROSE CLEANERS
Laundry - Alterations
18045 Sonoma Hwy., Boyes
Phone: WEbster 8-2724
Free Pickup and Delivery
Guy and Rose Bounds, Owners

Observed a lot of unusual things during our brief sojourn down in Three Rivers. It's not too far from Fresno, the heart of the raisin industry, but their raisin bread hasn't half as many raisins as that baked up this way.

Every home has a window cooler with fan, relatively reasonable in cost, though you now can buy big elaborate refrigerated ones that cost real money.

We had no television worth mentioning. There's a channel in Fresno and one in Bakersfield, but up in the foothills the picture and sound have to bounce off the mountain tops, and most people get more "snow" than picture.

Worst stretch of highway is Hiway 12, especially from Rio Vista to Isleton. Isleton isn't very big, but you can get lost there quicker than in San Fran. The road winds through low, swampy ground, marked "Temporary Route," and you make a hairpin turn to get out of town. Then near Rio Vista you drive along the top of a levee not too far from the rather fearsome river, topped off by a bridge which has been abuilding it seems for the last seven years. Traffic is convoyed across at short intervals, but if you're stuck on the bridge and a huge double-truck inches past you, it seems the bridge is about to collape and throw all the cars into the water.

LITTLE SWITZERLAND
Riverside Drive, El Verano
Don't Miss International Costume Ball February 1, 3 p.m.
Prizes Fassler's Orchestra

ELECTRONIC DRIVE-IN
736 W. Napa St., Sonoma
TV - Radio - Auto Radios
Al Kraft - Sam Castori
WE 8-4839

Latest bad habit is to keep the radio on all night. Soothing! Most of the time. We note, however, that on Mondays, from midnight till about 5 a.m., you can hardly get a program anywhere. Once in a while we've had Salt Lake City, but not too often. KSFO is on all night except Sunday, and KCBS takes a brief recess Monday nights. The latter station stresses classical music, some of which we can stand.

HELMER & FRANKLIN
Furniture - Rugs - TV
Appliances
Former Hammond Lumber
Yard Main Bldg., Boyes
WEbster 8-3003

Comes a sports hiatus, unless you call golf and bowling sport. Basketball used to be quite a game, but nowadays if one player looks a little crosslike at another the referee's whilstle blows and somebody gets a free throw. Takes all the snap out of the game.

But the baseball training season will get under way in late February, so all is not lost.

Didn't do too well on our Michigan State bets last fall, but made up for it all over the holidays. We had—in a row—the East in the East-West Shrine game, Baltimore Colts in the playoff, Iowa in the Rose Bowl and the East team in the Pro Bowl.

SONOMA GOLF & COUNTRY CLUB
Arnold Drive
Serving Breakfasts, Lunches
Best Bet for Banquets

Got a quick comeback on our query as to why San Franciscans hate the use of the word Frisco. Local man told us it's because the city was named after Saint Francis. (The man isn't a native San Franciscan.) And we never knew that Frisco was too religious a city in the first place. Also second, third, and on and on.

OUR RESORT
El Verano, Calif.
Home of the Stein Club
Beer on Draft
Best Mixed Drinks

A few weeks back we had visitors from North Hollywood. Prevailed upon them to stay overnight, and proceeded to show them the town. They bought a copy of Jack London's "Valley of the Moon" at the new Glen Ellen Booknook, and loved the scenery and the palatial homes and the unique business places.

They had expected to find us "sitting in a cabin next to a mountain," and were amazed that we actually have a flock of people living here. They never actually had heard of the Valley of the Moon 'way down there, and wondered why this Valley isn't promoted

more vigorously. Also why the Valley doesn't capitalize more on the Jack London legacy.

Later they got a look at Little Switzerland, Paul's Old Ranchero and other places of interest. They'll be back for more next summer—and are already spreading word among their friends as to the charm of the Valley.

MISSION CHAPEL MORTUARY
Sonoma WE 8-3357
James and Jack Bisso
Home Owned and Operated

HALL N. NEWHALL
Licensed Landscape Expert
No Job Too Large, None Too Small for HALL
Box 132, Sonoma

Electronics Drive - In, on West Napa street, Sonoma, is unique in that all three men associated with the company total 165 years of experience in radio, TV, and all such repairs and service. Sam Castori and Al Kraft are the proprietors, and now Sam Kraft, formerly of Detroit, is busily occupied with the intricate jobs they get.

Valley of the Moon HAND-MADE CIGARS
Union Label
Now in Five-Paks
If your dealer isn't stocked drop in at factory, El Verano

Phil Provanzano, of Mendel's cafe, Boyes, is at latest report seriously ill at the Valley hospital. His many friends are all pulling for his speedy recovery.

FOOD CENTER — MEATS
Jim Maher, Your Meatman
Highest Quality, Always
Meats Cut to Order
Fresh Poultry

GLEN ELLEN LIQUOR STORE
Slim Wallace, Prop.
Largest Variety of Liquors, Wones, Beer, Accessories in the Valley

Most of those big eucalyptus trees just south of the bathhouse have been cut down and are being sawed up for firewood. Result is a much changed appearance in that vicinity, more parking space available, and in all a genuine improvement.

DE LUXE DELICATESSEN
18305 Hiway 12, Boyes
Tea Room in Connection—
Imported Delicacies
Beer, Wine, Dairy Products
Pizzas, Too
Phone your order—WE 8-4865

BATES & EVANS
Funeral Directors
691 Broadway, Sonoma
WEbster 8-2686
Serving Families of All Faiths Since 1879

Valley of the Moon
PROGRESS
Published every Tuesday
Box 415, Boyes Hot Springs, Calif. Phone WEbster 8-5372.
By Mail, $2 per Year
(And we lose money)
Pickup, Free

'Nother newly incorporated city came into being last week. The towns of Alvarado and Decoto, at the south end of the bay, voted impressively to incorporate as the town of Union City.

Will the Springs area continue to resist such a forward step forever?

VALLEY OF THE MOON CLEANING PLANT
All Work Done on Premises
17533 Sonoma Hiway, Boyes
Phone WEbster 8-5830

B & L REFRIGERATION
Fetters Springs, Hiway 12
Laundromat, Too
Everything in Refrigeration Service

If you thought you had safely survived the hula-hoop craze, hang on. They'll be spinning soup plates all over the place next. That is, if the latest toy gimmick catches on as its promoters hope it will.

You've likely seen jugglers spin a soup plate on the end of a long rod which they balance on their chins. That's what the toy manufacturers have come up with for your kids.

So if the pride and joy spins in the best juvenile circles, look out below! The familiar call, "Soup's on!" may soon have a new and terrifying meaning.

RUSTIC INN
Glen Ellen
Pioneer Atmosphere
Jack London Liked Us
Pocket Billiards, Too

SONOMA MISSION INN
Boyes Springs
Magnificent Quarters
Wonderful Meals
Cocktail Bar

Ed Reedy is now nicely settled in his new offices across from Greengrass Realty in the Landini building. Says the tax consulting business is picking up, now that income tax time isn't too far in the future, and he suggests that you see him early. Quite likely he'll be able to save you some money on your return.

LARSON'S LIQUOR & SPORTING GOODS
Hiway 12, Boyes
Sportsmen's Supplies
Liquors - Wines - Beer

ADOBE DRUG
417 First St. W., Sonoma
WE 8-2971 (Ray S. Duer)
Prescription Specialists
Veterinary Supplies

FRANK'S HARDWARE
Castner Bldg., Boyes
Garden Equipment Appliances
Giftware - Paint - Tools - Glass

EL DORADO HOTEL
Plaza, at 1st St. W. & Spain
John Merlo, Prop.
Splendid Cuisine — Italian Foods Featured. Cocktails.

Fellow here says he's going to blend some kind of wine—a little bit different—and call it "Starboard," so when desired, the imbiber can more easily lean to the right.

RICHFIELD SERVICE
Bud Delaney, Prop.
Main Corner, Boyes
Finest Service
Gas - Oil - Tires - Batteries

BUD'S GARAGE
Cor. Railroad & Cherry Sts.
All Work Guaranteed
Chevron Service Station
Phone WE 8-3971

Ohhh! Science is just getting too scientific! comments the Simi Valley Aovertiser.

Now they're really going too far; or have you read of the death knell sounded for the traditional holiday turkey? Not that we won't still eat turkey—it just won't look like one. It will look like a pale, bloated oversized salami!

An industry spokesman recently announced that turkey will soon be available in sausage form for easy slicing, to be served hot or cold.

Methinks tihs is sad, indeed. I just can't see the family "oohing and aahing" as mama places a steaming blimp in front of father for slicing.

No more kids squealing "dibs" on the drumstick or wing because there won't be any drumstick nor wing. No more good-natured razzing of dad or grandpa as the turkey makes one last skitterish effort to escape by slipping from the platter in the throes of carving.

Can't even imagine that plate looking festive, can you? The glorious surroundings of mashed potatoes and gravy, candied sweet yams, cranberries and the like with a round circle, precision cut, plunked in the middle, will look more like modern art than a turkey dinner.

That delicious and flavorful turkey soup from the bones can be no more.

Gee, and what will we stuff? Maybe a hole in the middle of the "sausage?"

DENNY'S COG CLUB
Sportsmen's Headquarters
Hiway 12, Center of Boyes
Everything in Drinkables

GREENGRASS REALTY
Hiway 12, Boyes
Fast Action on Your Listings
Complete Real Estate Service
WEbster 8-4751

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